

Getting Your Infant Immunization Message Heard

*A “How-to” Technical Assistance
Guide for Spanish-language Media*





Dear Partner,

The Centers for Disease Control and Prevention National Immunization Program (CDC/NIP) is pleased to help support your local immunization efforts in preparation for National Infant Immunization Week and Vaccination Week in the Americas (NIIW-VWA) April 22-29, 2006 and throughout the campaign year.

To assist you with your local campaign, we offer materials and time-saving suggestions that will increase placement of campaign materials in your community and enable you to work successfully with your local Spanish-language media to raise awareness about the importance of childhood immunization. These materials have been focus-group tested among acculturated and less acculturated Hispanic mothers with infants. These mothers are from socio-economically underserved communities.

We hope that the 2006 Childhood Campaign information in this presentation will assist you with your promotional efforts. Thank you.

National Immunization Program
Centers for Disease Control and Prevention
Department of Health and Human Services





The Media and Your Message

Getting Your Message Heard



Purpose and Description of Media Guide

This “how-to” Spanish-language media guide was developed to be a functional, user-friendly tool for your ongoing efforts to increase public awareness of the importance of timely infant immunization during NIIW-VWA and throughout the year.

This guide offers attachments with samples and templates with special emphasis on the reaching the Hispanic/Latino Market.

Role of Media and Public Service Announcements (PSAs)

Generally, the media are commercial entities in business to make a profit. TV and radio stations however, willingly donate air time to meet the Federal Communications Commission’s public service requirements, as well as to build consumer trust and to show their commitment to the community.

Tip Box:

Throughout this presentation you will find helpful tips like the one below.

Know Your Message:

The more you know about NIIW–VWA and why immunization awareness is important to your community, the greater chance you have for media coverage.



Getting Your Message Heard



2006 National Infant Immunization Campaign

Making use of Opportunities to Promote Immunization

- April 22–29, 2006 – National Infant Immunization Week
- August – National Immunization Awareness Month
- October – Children's Health Month

Why NIIW-VWA? Create Top of Mind Awareness:

- Kick-off week for CDC campaign to focus on immunization for children in the US.
- Call-to-action to remind parents about the importance of vaccinating infants by 2 years of age against dangerous diseases.
- Encourage public calls to the CDC Contact Center 800-CDC-Info (800-232-4636) and visits to the NIP website www.cdc.gov/nip for more information and the recommended childhood immunization schedule.

Getting Your Message Heard



Available Communication Tools

Spanish Only

- Theme and Key Messages
- TV PSA – :30 PSA
- Radio PSA – :30 spot
- Print PSA/Ad
- Web Banner
- Media Materials
- Radio Live Reads

- Communication tools are included as addendums and downloadable from the website at www.cdc.gov/nip.
- Note: TV PSA on the NIP website is for viewing purposes only, not for television broadcast.





Campaign Countdown



www.cdc.gov/nip/events/niiw/default.htm

Prepare for the Campaign



Hispanic Media Today

- Spanish-language media has experienced unprecedented growth in all mediums
- Spanish-language media is an extremely sought after market and is constantly changing to meet the needs for acculturated and less-acculturated Latinos
- There have been many mergers and acquisitions in Spanish-language media that have led to stronger relationships and synergies with general market media
- Corporate America is quickly buying Spanish-language media air time and ads and including them in their overall communications plans



Prepare for the Campaign



Updating Your Media List

- Update your contact information for all local Spanish-language media outlets every 5-12 months. Spanish-language media is constantly changing, so it is important to update your database to stay current with the constant fluctuation of ownership and staff changes in local stations.

Include the following:

- Station name and call letters
- Contact name
- Title
- Address
- Phone, fax number and email address
- And other pertinent information

Identifying the right contact person is the surest way to get your story noticed.



Prepare for the Campaign



Talk the Same Language

- Know the Spanish-language media and the interest of its audience
- Establish a relationship with media contact
- Cite local/state immunization statistics compared to national statistics
- Be flexible to their suggestions and coverage angles
- Utilize **local** community health stories vs. generalizations
- Show the impact and/or benefit to the Hispanic community

Spanish-language media typically covers a story when it benefits the community.



Prepare for the Campaign



Talk the Same Language With Media

- **Timely**
- **Change**
- **Controversy**

Spanish-language media typically covers a story when it benefits the community.



Prepare for the Campaign

Increasing your PSA placement



Announcements by:

- **Identify Partners:**

Public Information Officers

Public Relations Professionals

- **Personal Interviews**

- **Community Surrogates**

- **Talk with Station Managers**



Prepare for the Campaign

Increasing your PSA placement



Identifying Partners

- Contact your state Public Information Officer
- Create a list of local businesses and organizations that your target audience frequents and contact their community affairs or public relations representatives
- Set up meetings to discuss partnership opportunities and provide ways to work together and connect with the shared target audience
- Provide the public relations professional with campaign materials and products to be displayed and featured at their events and store locations
- Discuss co-branding opportunities



Prepare for the Campaign

Increasing your PSA placement



Identify Partner Benefits

- Creates a new strategic model for future projects
- Knowledge and contact of media distribution
- Support local efforts
- Reduces overhead costs
- Creates brand awareness within the Hispanic community



Prepare for the Campaign

Working with Spanish-language Media



Personal Interviews

- Select two to three points you want to make relevant to the Hispanic community, no more
- Develop your sound bites

TV- 8-12 seconds

Radio-30-45 second

- Keep focused, journalists will inquire on other topics
- Be creative and provide incentive for the media to talk about your key points
- Get an interview on a Spanish-language TV morning show



Prepare for the Campaign

Working with Spanish-language Media



Community Surrogates

- Provide a selected list of Hispanic spokespersons that media can interview for stories
- Write stories for local Spanish-language newspapers
- Write the story to your audience and for your audience
- When possible cite Hispanic statistics comparing to general market



Prepare for the Campaign

Working with Spanish-language Media



Talk with Station Mangers

- Discuss the objectives of the campaign
- Provide a selected list of Hispanic spokespersons that media can interview for stories
- Showcase the PSA materials
- Brainstorm how to create more awareness and key spot times
- When possible cite Hispanic statistics comparing to general market





Conduct the Pitch

The Pitch

Working with Spanish-language Media



Two-Week Countdown

- Spark the interest of the public service director or community affairs representatives to convince them to run your PSA, feature story, or press release
- Send media materials one to two weeks prior to NIIW-VWA
- Provide local immunization statistics when possible (with examples tailored to outlet's audience)
- Follow-up to make sure they received all the information and to pitch the story (consider leaving voicemails)

- Send materials one to two weeks prior to NIIW-VWA.
- Remember the importance of deadlines.
- Make sure you are available for return calls or assign someone to take return calls.
- Return calls promptly.





Media Opportunities

Media Opportunities



If you have identified limited funds, you may consider the following to maximize campaign exposure:

- **Transit advertising**
- **Billboards**
- **Media partnerships**



Outdoor Advertising

Transit Advertising



What You Should Know

- Transit advertising is high impact, high frequency advertising that can saturate your market quickly—sometimes within days
- Are they free? Depends on your market. Contact your local transit authority and inquire about your campaign's eligibility. Beware, there maybe hidden costs such as posting and printing fees. Seek partnership opportunities
- Ask for audience exposure

Advantages of transit ads:

- Exposure
- Frequency
- Timeliness
- Geographic selectivity
- Cost



Outdoor Advertising

Transit Advertising



What You Should Know

Is it Measurable?

- Multiple organizations/agencies measure visibility and number of exposure
- Gross rating point system, similar to TV and radio, has been applied but not completely accepted as valid
- Ask for audience exposure

Advantages of transit ads:

- Exposure
- Frequency
- Timeliness
- Geographic selectivity
- Cost



Outdoor Advertising

Billboards



- Outdoor advertising is cost effective and a great way to reach people where they live, work, play and worship
 - Research shows that people remember 83% of what they see versus only 11% of what they hear
- Outdoor advertising is most successful when artwork is simple and direct. Avoid too much copy, poor color contrasts, and unreadable font selection

Advantages of outdoor ads:

- Wide local coverage
- Frequency
- Creativity
- Ability to create awareness
- Efficiency – competitive Cost Per Thousand (CPM)
- Effectiveness



Media partnerships



- Talk with your local stations' Account Executives
- Develop your media package
- Negotiate for:
 - Sponsorship level
 - Added value – free time added to your media purchase
 - Make goods – capitalize on missed spots
 - Billboard/vignettes – key broadcast stations' community messages



Buying Media



If you have identified funds to purchase media, you may consider the following:

- **Define your goal**
- **Select strategy**
- **Select medium**





Technical Specifications of Campaign Materials

Campaign Materials



Television PSAs Are Available Via the Following:

- PSA (Beta SP) – A limited number of tapes will be available for stations
- The stations will want to know that the PSAs were produced digitally and are broadcast quality (a standard required of the television broadcast industry)

- If you would like to receive a Spanish-language beta tape, contact:
- Javier von Westphalen at javier@hmaassociates.com or
- Cyn Davis at cdavis@hmaassociates.com



Campaign Materials



Radio PSAs

- Radio PSAs will only be available in a digital format called MP4 file format. The MP4 is easily downloadable from CDC's Website and is broadcast quality and ready for radio stations to air

Print PSAs/Ads (various formats)

- Check with each print outlet to determine which format it can accept. Camera-ready ads are available in PDF, EPS, and TIFF formats

The radio PSA will be converted into an MP4 format which you can easily e-mail to radio stations or you may direct the PSA Director to the CDC website to download the PSA.





Key Reminders

Key Reminders



Establishing a Relationship

- Keep in mind that Spanish-language outlets are generally smaller and have less resources than longer established networks or English-language stations.
- Convey an understanding of the background of the community that the media outlet serves in order to gain trust.
- Build trust by informing them that CDC's PSAs have a long standing record of approval among Latino groups throughout the country through focus group testing.
- Contact local community-based organization that serve your target audience to find out which media outlets have traditionally demonstrated community outreach in their programming.
- Provide materials to someone in your target community who serves as a trusted messenger to call the media and make the pitch such as health center directors, nurses, doctors, health promoters, or Public Information Officers (PIOS).
- Be persistent if you can't reach them or your phone calls are not returned, but also be understanding of their time.
- Research Hispanic community fairs and their coverage by local media.

When contacting Spanish-language media, you may get better results if you have someone who speaks Spanish, but it is not always necessary.



Attachments



Your Attachments Packet Includes:

- Media contact list template
- Communications plan template
- Sample pitch letters
- Sample pitch script
- Sample thank you letter
- Certificate of appreciation template

Check the website
for campaign
and other important
materials;
www.cdc.gov/nip



Contact Information



For Media Inquiries:

Curtis Allen
Office of Health Communication
National Immunization Program
Centers for Disease Control and Prevention
1600 Clifton Road, NE, MS-E05
Atlanta, GA 30333
Phone: 404-639-8487
Fax: 404-639-8905
cea6@cdc.gov

For NIIW-VWA and PSA Information Contact:

Michelle Basket
Office of Health Communication
National Immunization Program
Centers for Disease Control and Prevention
1600 Clifton Road, NE, MS-E05
Atlanta, GA 30333
Phone: 404-639-8561
Fax: 404-639-8905
apf2@cdc.gov

For Campaign Information:

Javier von Westphalen, Project Director
Cyn Davis, Media Director
HMA Associates, Inc.
202-342-0376
javier@hmaassociates.com
cdavis@hmaassociates.com

Check the website
for campaign and other important
materials;
www.cdc.gov/nip/events/default.htm

